

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР**

**МАТЕРІАЛИ
VIII МІЖВУЗІВСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ
КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ**

“TO LIVE IN A SAFER WORLD”

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WHERE DID JEANS COME FROM?

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Jeans are pants made of thick cotton fabric, usually in the color indigo. They are often equipped with studs at the joints seams pockets. Jeans were invented by Levi Strauss, who first sewed them as work clothes in 1853.

History of jeans such as we are accustomed to see them now is associated with the name of Leyba Strauss, a Belgian immigrant, Jewish by origin,. In 1853 he came to America being 24. He arrived by ship and while he was on board, American sailors called him Levi Strauss. Upon arrival in the United States Levy made a good use of a roll of canvas he had inherited from his father. In order to support the family, Strauss started making tents ordered by customers.

Once a prospector said to Levy that if he had sturdy pants, then they could spend the night under a tree, and not in a tent. Without thinking, Levi Strauss sent his first sewed pants made of canvas and sold them to worker. The price was 1 dollar and 20 cents.

In the same 1853, Levi Strauss opened his first workshop studio, in Battery Street, San Francisco, where he started tailoring pants for workers. Strauss traveled to miners' settlements offering products and gradually perfecting them in accordance with the wishes of customers. So there appeared loops on the pants belt, durable double stitching, deep front and back pockets. In 1860, the demand for products by Levi Strauss fell sharply. It was caused by the fact that the pants' pockets quickly broke away from gravity of gold nuggets and tools that workers used to carry. So there appeared the name of another person - Jacob Davis in the history of jeans . He invented a special device that allowed to strengthen his trouser pockets significantly.

In 1873 , Levi Strauss and Jacob Davis received a patent numbered 139121. They registered their patent and trademark in the United States for the production of "working strapless jumpsuit with pockets for knife, money and hours."